

DDR HEADQUARTERS SACRAMENTO, CALIFORNIA

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MESSAGE from the COMMANDER BY MAJ KIM OLIVER

It's been just over a year since I joined the Drug Demand Reduction (DDR) team. Since that time we've opened new offices in Orange, Commerce, and Modesto. We've welcomed eight new people to the team as well as three returning Soldiers from deployment. And there are four more deployed DDR members that remain in our thoughts as we anxiously await their return. To say the least, a lot has happened.

As we look forward to the next fiscal year we will once again see many changes occur. Change is destined to happen as we are at war and deployments will continue. It's imperative that you accept this fact. As you are aware, DDR is in the midst of reorganizing as we downsize DDR Head-quarters, remove admin. support from the field, and assign Region Chiefs and the XO as Liaison Officers. The noted changes require your support for our success. It is no secret that we will be doing more with less and every dollar spent will be analyzed.

Many of you have asked when we will be hiring more personnel. It is our intent to interview and hire personnel within the first quarter of the next fiscal year. The reason that we are currently experiencing a hiring freeze is because many former Task Force (TF) members will be redeploying soon and it's our intent, as a TF, to provide them employment opportunities. With that,

the personnel that we obtain will most likely be returning from deployment. We will conduct interviews and select the best candidates for DDR. As we all know, it takes a unique person to have the passion to support our goals. We will continue to select only the best candidates to carry out our mission.

Along with personnel changes and our reorganization, we've also instilled mission goals for each member of the team to obtain. The goals focus on mission support and are important for our success. Another way of getting the mission support required is by asking other TF teams to assist us. We are in the process of coordinating such support for Red Ribbon activities and will continue to ask for their support as needed. It's no secret within the TF, that it's more challenging than ever to obtain "traditional" support due to deployments. We must continue to strive for all the "traditional" support that we can obtain and have a backup plan...just in case.

Another challenging area that we have is "the paperwork." I know that there's a lot of it and by October 1st we'll have a little less (when we begin using a one page mission order). However, we must, as a team, figure out a way to be more timely with our submissions. To include, request for orders, risk assessments, serious incident reports, leave, mileage reports, and all essential mission paperwork. Again, we are doing more with less and time is not on our side. Please help the Headquarters staff help you by getting all required paperwork submitted in a timely manner.

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"MESSAGE" Continued...

Safety is an area that I need each of you to focus on. We, as a team, have kept the TF Safety office busy; especially this last quarter. Please do your part as an individual - "think before acting." Each member of this team is extremely valuable, not only to the TF, but more importantly to your friends and family. Many of the incidents that we've

encountered were avoidable. We need your "attention to detail" especially in the safety arena.

On a more positive note, did you know that from October 1, 2004 through June 1, 2005 DDR has touched the lives of over 27,677 adults and children, visited more than 54 schools, and held 4 drug-education camps with a combined attendance of over 600 children? This is something that each of you should be very proud of. It's your

hard work and the passion that you serve with that lends to the support that California communities receive from DDR. Thank you for all that you do on a daily basis.

Continue to keep our deployed members, their friends and families, as well as those affected by Hurricane Katrina in your thoughts as we look forward to their safe return.

"Serving with Passion"

DEFY: WEED & SEED 5_{TH} ANNUAL DEFY CAMP 2005

by MSgt Leland Sharpe

Nothern/Central CA Region Chief

On I July 2005, DDR Fresno completed their annual week long Drug Education for Youth (DEFY) Camp at Naval Air Station (NAS) Lemoore, Lemoore, CA. The camp started on 27 June 2005, at approximately at 1000 hrs, when the youth and adults arrived from Southwest & Southeast Fresno, CA. The camp consisted of (60) youth, ages from 9-12, (12) teens, (20) adult volunteers and (8) Air National Guard members, MAJ John Macedo 144th Fighter Wing, MSG Leland Sharpe DDR Fresno, TSG Biggs, DDR Modesto, TSG Jason Knotowicz, DDR San Diego, TSG Jennifer Steager 144th Fighter Wing, SrA Leah Aboabdo, DDR Fresno, SrA Roxine Ciacco, DDR Fresno and SrA Martha Ruano, 144th Fighter Wing.

(Day 1) 27 June 2005, was a very busy day, the youth were given their room assignments, divided into their teams, which consisted of 10 youth, 2 teens, 3 adults, 1 military and 2 civilian instructors. The teams were responsible for coming up with a team name; designing a team flag and completing 2 DEFY Lessons, "Find Someone Who" and "Coat of Arms". The day ended with two hours of free time at the base pool.

(Day 2) 28 June 2005, wake up call was 0600 hrs; the campers were responsible for cleaning up their rooms and packing their backpacks for the days activities. The youth formed up at 0630 hrs, and proceeded to breakfast. At 0800 hrs the day's activities began. The youth started the day with a kick ball tournament, which the winning team received 15 extra minutes in the pool. After the kick ball tournament, the teams proceeded back to their classrooms to complete DEFY Lesson "Conflict Resolution" and practice their skits. After Lunch, the youth went back to the classrooms, to complete their skits and complete DEFY Lesson "Build Ups." After dinner the day ended with a two hours of free time at the base pool.

(Day 3) 29 June 2005, wake up call was 0600 hrs; the campers were responsible for cleaning their rooms and pack-



TSgt Knotowicz's team of DEFY campers proudly parade their team flag. The flag acts as their coat of arms reinforcing their team bond.

ing their backpacks for the days activities. The youth formed up at 0630 hrs, and proceeded to breakfast. At approximately 0800 hrs the youth started their day by participating in a Low Rugged Outdoor Physical Experience System (ROPES) course that lasted until 1000 hrs. At approximately 1000 hrs, the youth proceeded to their classrooms, to complete their skits and DEFY Lesson "Goal Setting." After Lunch, the youth went to a Gang Awareness presentation that was conducted by SGT. Greene, Modesto Police Department Gang Division. After dinner, the day ended with two hours of free time at the base pool.

(Day 4) 30 June 2005, wake up call was 0600 hrs; the campers were responsible for cleaning their rooms and packing their backpacks for the days activities. At approximately 0800 hrs, the youth went on a field trip to Magic Mountain; the youth arrived back to NAS Lemoore at approximately 2200 hrs (The camp participants were EXHAUSTED!!!).

(Day 5) I July 2005, wake up call was at 0600 hrs; the campers were responsible for cleaning their rooms and packing personal items for returning home. At approximately 0900 hrs, the graduation ceremony commenced with a marching demo, skits and an awards ceremony. After the ceremony, the teams went back to the barracks, loaded the buses and proceeded back to their homes.

NOTES FROM THE DDR NCOIC

Ly SMSgt Yvonne Bigelow DDR NCOIC

When a system or process breaks down, we blame it on lack of communication. Although communication is always said to be the main problem in what we are saying, I believe that perception also plays an important part of the communication process. I came across an article in a pamphlet ("Bits and Pieces" Sample Copy, pg 8 & 9) that I wanted to share with each of you.

IT DEPENDS ON HOW YOU LOOK AT IT

A man pulled into a gas station on the outskirts of town. As he filled his tank, he remarked to the attendant,

"I've just accepted a job in town. I've never been to this part of the country. What are people like?"

"What are people like where you came from?" the attendant asked.

"Not so nice," the man replied. "In fact, they can be quite rude."

The attendant shook his head. "Well, I'm afraid you'll find the people in this town to be the same way."

Just then another car pulled into the station. "Excuse me," the driver called out. "I'm just moving to this area. Is it nice here?"

"Was it nice where you came from?" the attendant inquired.

"Oh, yes! I came from a great place. The people were friendly, and I hated to leave."

"Well, you'll find the same to be true of this town."

"Thanks!" yelled the driver as he pulled away.

"So what is this town really like?" asked the first man, now irritated with the attendant's conflicting reports.

The attendant just shrugged his shoulders. "It's all a matter of perception. You'll find things to be just the way you think they are."

FNL: DDR SUPPORTS FRIDAY NIGHT LIVE (FNL) PARTNERSHIP IN SAN BERNARDINO, CA

MSgt Ruel Fuentecilla Southern CA Region Chief

On 22 July 2005, DDR Southern Region personnel traveled to one of the roughest neighborhoods in San Bernardino County to perform a low Rugged Outdoor Physical Experience System (ROPES) course, Fatal Vision demonstration, and talk to at-risk youth participants about positive life choices. SGT Carla Licardie of the Bureau of Narcotic Enforcement (BNE) Orange office and MSG Vernon County of BNE Riverside spent 2 hours at the Johnson Hall Community Center with twenty-five students ranging from middle school to high school, ages 12-16 years old.

According to SGT Licardie, the Mission Chief for this event, "the surrounding environment was evident of gangs, drugs and alcohol." She added, "personal safety is always a concern on every mission, but this time the concern was even more so because of the obvious presence of gangs, drugs and alcohol that existed just outside of the community center's perimeter." The community center itself is a tobacco, alcohol and drug free zone located in the middle of housing units that the youth normally live in. The center is operated by Top Flight Educational and Sports Organization, which provides after school activities for the youth to stay off the streets and away from gangs and drugs.

Ms. Bernadette Beltran of the San Bernardino County De-

partment of Public Health (also the FNL Coordinator for the county), requested DDR services because she felt "The Guard" could help make a difference by providing alternative and skill-building activities for these youth who are challenged with overwhelming life choices in school, at home, and in their daily lives. Ms. Beltran stated, "The opportunity with the ROPES course would provide the students another skill they could use in their everyday life by associating challenges with decision-making, positive life styles and healthy development."



MSG County observes a student from the Johnson Hall Community Center walk the "sobriety line" during the Fatal Vision instruction while other students eagerly await their turn at the activity. The student "walks the line" before donning goggles that simulate alcohol impairment in order to experience the difference in coordination before and after alcohol intake.

DDR'S DEPLOYED: PHOTOS from the FIELD



Members of the 49th Military Police Brigade pose for a group photo between convoy lanes training in Fort Hood, TX. (CPT Shiroma is pictured front-center)



At the FOB Warrior, in Kirkuk, one-hunderd and twenty soldiers, with their heads shaved, joined together to be photographed in an effort to support the fight against cancer. The picture is to be sent to children with cancer, within the United States. (CW3 Payne is pictured left, wearing a flight suit)



The flight crew, holding a U.S. flag that was taken on the flight, that is to be sent home. (CW3 Payne is pictured far-right)

DDR'S DEPLOYED: PHOTOS from the FIELD



CPT Moore pictured with an Iraqi Colonel who is the commander of the Iraqi training BDE near Kirkuk Iraq.



Members of the 40th CSG pose for a group photo during a training exercise at Fort Bliss, TX. (SGT Bracy is pictured far-left)



SGT Bracy takes a break during a long training day in the heat of Fort Bliss, TX.

EQUAL OPPORTUNITY

Sexual Harrassment

by SGT Adam-David Pepper
DDR Equal Opportunity Representative

Any person in a position who uses or condones explicit or implicit sexual behavior to control, influence, or affect the career, pay, mood or job of another Soldier, Airmen or civilian employee is engaging in sexual harassment. Any person that makes deliberate or repeated unwelcome verbal comments, gestures, or physical contact of a sexual nature is engaging in sexual harassment. These types of behaviors will not be tolerated within the DDR team. If any Soldier or Airmen feels that the situations mentioned above may have happened or is happening to you please don't let them continue, contact your representatives within our team to help eliminate any discomfort you may be feeling, we are here to serve you in these manners.

At any time you need to speak with one of the DDR appointed representatives, please call one of the individuals listed below. Do not let the Primary or Secondary titles next to the names sway who you contact first call the person you feel you would be most comfortable speaking too.

DDR's Equal Opportunity Representative (EOR) and Military Equal Opportunity (MEO) representatives are:

PRIMARY SGT Adam-David Pepper (916) 854-3880

SECONDARY SSgt Jameal Chatmon (925) 602-6529

The History of

CALIFORNIA NATIONAL GUARD'S DRUG DEMAND REDUCTION TEAM

CPT Jonathan Masaki Shiroma
DDR Northen Region Chief (Deployed)

Today, when someone within the California National Guard's CDTF talks about its Drug Demand Reduction (DDR) team, it is well known that DDR is a force made up of three regions of the Golden State: Northern, Central and Southern. It is also known that Team DDR has a staff of more than 20 highly motivated, professional Soldiers and Airmen all working towards two common goals: imaging the Guard and educating our communities to prevent drug and alcohol abuse.

But how did DDR come into being here in California and how did this team evolve into one of the most effective groups within the National Guard? For that, we need to turn back the hands of time to the year 1989 and take a look at DDR's first commander, retired Army Guard Colonel Dennis Banowetz.

It started when COL Banowetz served as a Special Assistant to Major General Robert Thrasher, The Adjutant General (TAG) of the California National Guard. It was a time when, Counterdrug was making great strides in supporting civil authorities in their drug interdiction efforts. However, the experts indicated that interdiction alone would not stop the flow of drugs coming across our borders. That

America had to stop the demand for drugs in order to stem the flow of illegal drugs. So, General Thrasher asked COL Banowetz to develop California's Drug Demand Reduction Program.

"I had no idea what I was being asked to do," Banowetz admits. It was even worst when he asked, COL Terry Tucker, Director of CD, what Drug Demand Reduction was going to look like. COL Tuckers' response was classic: "I don't know and even the National Guard Bureau (NGB) is not sure what it is or how it is going to work."

COL Tucker informed Banowetz that civilian Law Enforcement Agencies (LEAs) were in desperate need of help implementing some sort of drug prevention program for youth throughout the state. He said that Congress was deeply concerned about the rising statistics surrounding teenage drug use, and Congress set aside funds for the DDR program. Problem was, according to Banowetz, there was no program infrastructure, no guidelines or references to turn to on how to set up such a program. And the funding was just enough to pay for his position, with no operating funds or travel funds.

"So, basically, I took the initiative to find people who I could talk to and started calling around to find out who had experience in this type of preventative program," Banowetz explained.

His calls lead him to the State Department of Education and the State Department of Alcohol and Drugs. Both agencies refused to even return his calls. "They had no idea why someone from the Military Department would get involved in drug prevention. They could not imagine what the military could do to aid this effort in the civilian community," said Banowetz.

Next, COL Banowetz took a military-hop

over to the state of New Mexico. The Adjutant General of the New Mexico National Guard had just started a DDR program. "It was interesting to hear the state's commander all but say that they were just doing things that made sense at the time, because they didn't have any more information or guidance than California. However, they did provide a bit of information that became a major breakthrough. The New Mexico Military Department was participating in a program called Red Ribbon.

"I found out about this program called Red Ribbon Week, a week that is designed to help youth learn about the dangers of illegal drug use at their local schools," said Banowetz.

Banowetz was even more encouraged when he found out that the national director of the Red Ribbon Program lived in the neighboring city of Davis, literally just down the street from Sacramento. Over lunch, the director explained how Red Ribbon week was developed, its history and its success throughout California. So, Banowetz decided that Red Ribbon would be the foundation upon which the California National Guard would start taking action.

Today, Red Ribbon Week is known as Red Ribbon Month to Team DDR. Lots of time and resources are devoted towards getting the message out to youth including static displays, brochures, high-profile events and lots of military exhibits. Back in 1989, Banowetz had nothing.

"My wife, Sonja, and I decided to use \$250 of our own money to buy red ribbons that first year," he said. Together, they both started calling schools to distribute red ribbons to students and to get the anti-drug message out to the masses. This hands-on approach really

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"DDR" CONTINUED...

paid off because it opened the doors to classrooms and teachers who became big supporters of the Guard's presences on campus. It eventually opened the doors to the Department of Education, when district superintendents began asking for the department's help to get more support from the Guard.

"The next thing we knew, the schools wanted us to come and speak with teens," remembers Banowetz. "They loved our message... You want to be a Soldier or Airman like us, stay off drugs and stay in school. It was simple, direct and effective. Schools wanted military vehicles and both men and women in uniform to act as role models, just to hangout after school. That meant volunteers, hundreds of military and civilians in non-paid status."

With this added interest, Team DDR began to grow into something COL Banowetz had never dreamed of. While money was tight, the NGB could not ignore the growth of activity and great numbers of volunteers working within the California DDR Program. So, the colonel was given the green-light to hire additional staff members. Up till now, he was a one man band.

It was about this time that COL Banowetz met Doctor Jim Kooler, the Director of a program called "Friday Night Live." Kooler's program had a lot of parallels with the DDR mission to keep teens from using drugs. Both programs were prevention efforts, yet the resources were different, making the two programs a perfect fit.

"I remember Dr. Kooler asking me, "Why haven't you come to talk with us before," says Banowetz. He had tried two years before when he called the Department of Drugs and Alcohol, and they never called back.

Another important event in DDR history was when COL Banowetz realized the need to hire good people for DDR. Within days of putting the word out that he was looking for some full-time help, SSG Tracy Righello walked in the door and everything concerning DDR moved to the next level. Righello was a whirl wind, a Tasmanian Devil with endless ideas, great people skills and outstanding leadership. Together, they spent countless hours discussing ways to build DDR into one of the largest and most effective programs of it's type; nationwide."Tracy was the type of Soldier I needed to step in with good Non-Commissioned Officer (NCO) skills and leadership abilities," said Banowetz. "We split the responsibilities and I relied on her heavily."

By this time, only a few states had started a similar DDR program. There was a national DDR conference being planned by the NGB.

Knowing this, COL Banowetz and his staff of one, spent a week at Camp San Luis Obispo supporting a DDR mission with a local youth program. In the evenings, the two of them started to plan a "what if organization." What if we had endless dollars, a full-time staff and access to resources in both the Army and Air National Guard? Oh, and thousands of volunteers, both military and civilian. What kind of organization would it be, how would it be structured and how much would it cost? "We were just guessing at the size of the organization, and we came up with crazy ideas like having a staff in Southern California and maybe even in the central part of the state," said Banowetz."And it needed to be a joint staff of both Army and Air National Guard."

Two months later, while setting around a large table at NGB, the national director asked if anyone had any ideas for growing the DDR program. It worked, the "what if program" was presented and a month later COL Banowetz got everything he asked for. Not all at once, but enough to hire new staff members and start to really make the program the largest and most successful DDR program in the country.

Banowetz will tell you, that over the nine years he was the Drug Demand Reduction Administrator (DDRA), he was surrounded by some of the finest officers and NCOs from the Army and Air National Guard. "It was crazy at times, with missions going on all over the state, and volunteers everywhere. At one time, in 1997, DDR had used over 3,700 volunteers to support hundreds of missions," said Banowetz. "Those were busy days."

Another sources of dedicate volunteers was the State Military Reserve (SMR). "They had skills and abilities that only come from years of experience. There was a group of PhDs, and professionals from all sorts of career fields. These were resources our regular Guard members did not necessary possess and they were dedicated to our program; they were highly motivated with endless energy. When I needed ideas or solutions, I was surrounded by staff and volunteers who had the answers," said Banowetz.

One such staff person was Senior Master Sgt. Yvonne Bigelow. "Initially, Bigelow really wasn't interested in working for me or with DDR," remembers Banowetz." In fact, she told me point blank that she didn't want to work for me and that I was to transfer her back to CD where she came from," he said. DDR really needed a point person with strong administrative skills and SMSgt Bigelow was just such a person working in CD."I really had no idea what DDR was and to be quite honest, I really didn't care to find out," admits Bigelow. "All I knew was that I was asked to help out this developing program and that was it."

"I remember telling Yvonne, just give me

30 days and if you really don't like what you are doing, I'll understand and get you transferred back," explains Banowetz. Bigelow agreed but apparently had a huge change of heart after a couple of weeks. In fact, she remains with DDR after eight years and has no intention of leaving. Today, she is the NCOIC of the DDR Team.

"Once I got through my initial doubts about DDR and its leader, I realized what a worthwhile organization it was and I was hooked," exclaims Bigelow. "Under the leadership of COL Banowetz, you really didn't have a choice but to get involved with great projects and all kinds of high energy people. I really was hooked for life; I still am."

Bigelow wasn't the only one to give Banowetz some resistance. "The first time I requested an Army helicopter to land at a school, the pilot assigned called me. Being respectful, he said that this mission was a waste of time, military resources and money," Banowetz remembers. "The pilot told me that the entire flight would only take ten minutes in the air, so it had no training value. The landing zone was an elementary school and the kids were too young to even recruit. He asked me if I even knew the cost of bladetime on a UH-I helicopter, which I didn't."

Rather than pull rank and order the mission to be flown, COL Banowetz asked the pilot for help. "Just fly this one mission and assess the situation once you have returned to your base. Let me know what you think and we will take it from there." Banowetz said. He remembers getting the phone call from an excited pilot, saying "I want the next mission. It was a thrill to see all those kids hanging on my every word. I told them to stay off drugs and stay in school, like you told me. Teachers and parents were shaking my hand and asking my crew hundreds of questions about the Guard and the aircraft. We loved it."

"That was all it took to convince this one soldier that DDR was worthwhile, "says Banowetz. "In fact, right after that, this pilot started to recruit other aviators to take part in Red Ribbon Week festivities with DDR," he said. "He continued to fly DDR missions for years."

From there, DDR blossomed to the force that it is today. COL Banowetz humbly admits that he never imagined it would grow to where it is today. "I am so proud of what DDR stands for and that I had a part in bringing this into reality for the California National Guard," says Banowetz. "It really started out as a labor of love and at times there were some huge challenges, but when it is all said and done, it makes me feel great that we continue to make a difference in the lives of so many Californians."



SUN SAFETY

It is now well known that exposure to sun puts people at risk for skin cancer and premature aging and that most of that exposure comes during childhood (80% of a person's lifetime sun exposure occurs before they are 21). Regular use of sunscreen in children can lower their risk of skin cancer by almost 78%.

There are many sunscreens available for safe use in children over six months old. Pick one that offers UVA and UVB protection and that has a SPF of 15 or higher (especially if your child has light skin). Apply the sunscreen in a thick coat at least 30-45 minutes before going outside and reapply every two hours (or more often if he/she is swimming or perspiring heavily).

Here are some other tips to protect your children from the damaging effects of the sun:

SUN SAFETY Tigal

- · Wear protective clothing, including a hat and long sleeve shirt and long pants. Keep in mind, most clothing only has a SPF of 5-9. You can still get sun damage with a shirt on.
- Limit exposure to the sun when it is at its strongest (1000 hrs - 1600 hrs).
- Protect your child's eyes with sunglasses that protect against UVA and UVB radiation.
- Use sunscreen daily, even if it is cloudy, since most of the sun's radiation penetrates clouds and can still cause sunburn.
- Consider using a sunscreen with ingredients (such as zinc oxide or titanium dioxide) that physically block the sun's radiation if your child has sensitive skin.
- Deet lowers the effectiveness of sunscreens. Use a higher SPF if you are using a combination product that has both a sunscreen and an insect repellent.



DRUG INFORMATION LINKS

http://www.whitehousedrugpolicy.gov/

http://www.streetdrugs.org/index.htm

http://www.usdoj.gov/dea/index.htm

http://www.nida.nih.gov/

http://www.usdoj.gov/ndic/

TEEN LINKS

http://www.freevibe.com/

http://www.mediacampaign.org/

http://www.drugstory.org/

GANG LINKS

http://www.gangstyle.com/index.php

http://www.knowgangs.com/gang resources/menu 001.htm

http://www.gangsorus.com/index.html

http://www.streetgangs.com/

OTHER LINKS (I.E. ABUSE, LEADERSHIP, ETC.)

http://www.ndvh.org/educate/abuse_quiz.html

http://endabuse.org/

http://kidshealth.org/kid/grow/tough topics/running away.html

http://www.nrscrisisline.org/

http://www.nwlink.com/~donclark/leader/leadtrn.html

http://www.gameskidsplay.net/Default.htm

http://www.detnews.com/specialreports/1999/ghb/index.htm

http://www.cnn.com/

HELPFUL HINT: Search the web for local organizations within your community (i.e. Police Dept., School District, City).

(COURTESY OF SRA ABOABDO)

Post fems

Team DDR.

- 🗴 Great improvement on daily strength, Keep it up!
- x Please note: No Leave or RFO will be processed or approved without a Risk Assessment form.
- x Your Last chance to acknowledge the help of your m-day members is approaching. Please submit their names and socials to Admin for the Counterdrug Service Ribbon.

- DDR Admin Section

attention DDR Personnel,

If you have any questions regarding operational paperwork, please do not hesitate to contact operations at (916) 854-3867.

Keep up the hard work!

- DDR Operations

DID YOU KNOW? cross·road (krôsrd, krs-)

crossroads (the title of this newsletter)

A place where two or more roads meet. DDR supports many different organizations, LEAs, CBOs, and educational institutions. the crossroads is where we meet, continuing in the same direction to complete our shared mission and goals.